

TO: Ken Sass - Atlanta, Ga.
FROM: James L. Thompson, Jr.
SUBJECT: Flash Foods - Alma, Ga

OCT 15 1985 October 11, 1985

CLAUDE BECK

Outdoor

I checked with Marketplace Graphics on Flash Foods. Normally we place signage on all stores in a chain if they all fall in the market or markets we select for this program.

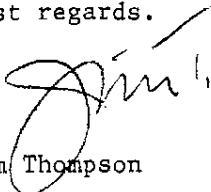
The reason Flash Foods has some 38 stores without panels, I am told, is that they have grown in the past several years while our sign program remained fixed. And, I understand there are two or three other examples of chains that have experienced significant expansion without getting additional signage.

We are going to look at what it would take to bring these chains up to 100% usage and if the budget can handle it, we will add them.

I asked Ian Dickson of Marketplace Graphics what he was telling the chains when they requested more signs and his posture has been that the program has levelled out and no new units are being installed except on a replacement basis.

If you have second thoughts about the usefulness of this program, I would like to hear them. It wasn't intended to cause problems but if it is (re: competitive issues), we should discuss.

Best regards.



Jim Thompson

mcf:
Att.

cc: Claude Beck
Glen Wren, Jacksonville

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